CLAIMS

1. A method of delivering a brochure, including:

formatting information of the brochure in a computer system;

the information including at least one user interactive element which enables a user to indicate a request for further information relating to the contents of the brochure by interacting with the element using a sensing device which is adapted to transmit data indicating the request to the computer system; and

printing the information at a printer networked with the computer system so as to produce the brochure.

2. A method as claimed claim 1, wherein the brochure includes coded data indicative of an identity of the brochure and of the at least one interactive element, and wherein the method includes receiving, in the computer system, indicating data from the sensing device regarding the identity of the brochure and a position of the sensing device relative to the brochure in order to identify the brochure and determine when the sensing device is used to interact with the element.

3. A method as claimed in claim 2, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the brochure.

4. A method as claimed in claim 3, including the sensing device sensing its movement relative to the brochure using the coded data, and identifying the request in the computer system from the movement being at least partially within a zone associated with the interactive element.

5. A method as claimed in claim 1, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use

of the sensing device in the computer system.

6. A method as claimed in claim 1, including printing the brochure on demand.

7. A method as claimed in claim 2, including printing the formatted information on a surface of a surface-defining structure and, at the same time, printing the coded data on the surface.

8. A method as claimed in claim 7 which includes printing the coded data to be substantially invisible in the visible spectrum.

9. A method as claimed in claim 2, including retaining a retrievable record of the printed brochure, the brochure being retrievable using the identity data as contained in the coded data.

10. A method as claimed claim 1, in which the brochure is printed on multiple pages and in which the method includes binding the pages.

11. A system for delivering a brochure, including:

a computer system with a server adapted to provide and format information of a brochure;

a printer for printing the information so as to produce the brochure, with at least one interactive element to enable a user to indicate a further request for information relating to content of the brochure; and

a sensing device used to indicate the request and adapted to transmit request data to the computer system.

12. A system as claimed in claim 11, wherein the brochure includes coded data indicative of an identity of the brochure and of the at least one interactive element.

13. A system as claimed in claim 12, wherein the computer system is adapted to receive movement data regarding movement of the sensing device relative to the brochure, and interpret said movement of the sensing device as it relates to said at least one element.

14. A system as claimed in claim 13, wherein the sensing device senses its own movement relative to the brochure using the coded data.

15. A system as claimed in claim 11, wherein the sensing device includes an identification code specific to a particular user and the computer system is arranged to monitor the use of the sensing device.

16. A system as claimed in claim 11, wherein the sensing device includes a marking nib.

17. A system as claimed in claim 11, wherein the brochure is printed on a surface of a surface-defining structure and wherein the printer prints the brochure on demand.

18. A system as claimed in claim 12, wherein the printer is arranged to print the coded data at the same time as printing the brochure on a surface-defining structure.

19. A system as claimed in claim 12, wherein the coded data is substantially invisible in the visible spectrum.

20. The system as claimed in claim 12, including a database for keeping a

retrievable record of each brochure generated, each brochure being retrievable by using its identity, as included in its coded data.

21. The system as claimed in claim 11, wherein the printer includes a binding means for binding the brochure in the event the brochure includes a plurality of pages.